The Death of the Automated Webinar

By the way, I'm not going to just announce the death of the automated webinar, especially on Facebook, and not give you a better alternative, but before we get into it, I want to ask you a very simple question:

In the past year, how many automated webinars have you signed up for, but never attended?

My percentage of missed automated webinars is 100%.

And to be totally honest, *it ticks me off big time!*

A few of the webinars that I gave a fake email address to, I just wanted to see the mechanics of what they were doing.

But a good number of those webinars, I was really interested in attending. I still used my junk email address to register for them, but **I was excited to attend!**

But the reality is that we live in an age where people would like things on their terms. And yes, there are many reasons why using a scheduled webinar would be superior in theory, but I've found *reality* **is much better to work with**.

If you currently sell by automated webinar, I have another question for you.

What percentage of folks who register for your webinar actually attend?

I bailed on automated webinars a long time ago, so I can't tell you what my personal attendance percentage is, but I keep hearing about **20%**.

Do you really believe that only 20% of the people who registered for your automated webinar were really interested?

Let me ask that another way…

Do you really believe that 80% of the people who registered for your webinar didn't care what you had to say?

Is that why they didn't show up?

Hey, I'm not saying that webinars suck, or that they are dead as a whole. I'm specifically talking about timed webinars *filled by Facebook marketing dollars*.

Obviously, spending time with a prospect, where they can get to know you is powerful!

Obviously, not all prospects are going to get enough from a single interaction to want to buy from you!

WE CHOOSE AUTOMATED WEBINARS BECAUSE WE:
- ✓ Want to collect the contact information of the prospect.
- ✓ Want to deliver our message to the prospect.
- ✓ Want a controlled environment where the prospect has allocated the time necessary to hear and process our message uninterrupted.

And in theory, the automated webinar would accomplish that. But the problem is the cost at which we get that done. We sacrifice 80% of our LEADS to get 20% to show up and participate.

Oh no, I did not forget that you captured their email address, and that you will be following up with them on a regular basis via email. But how effective is email when we have literally **NO CONNECTION** with the prospect, because they didn't even engage with us on our webinar?

What are the chances that they are going to start reading our emails? They do love getting our emails, right?

Of course not.

From the 80 year old grandma to the the 20 something young buck, *nobody is wishing they had more email.*

So, check out the reality of automated webinars and tell me…

Why are you using automated webinars?

OF THE PEOPLE WHO:

✓ Saw your ad
✓ Clicked on your ad
✓ Waited for your landing page to load
✓ Read your landing page copy
✓ Chose a webinar date and time
✓ Gave you their email address (hopefully one they even check)
✓ Landed on your thank you page

80% of those people, **won't attend**.

Guess how excited they are to click on your next ad. Guess how excited they are to read your next email. You put them through the wringer and didn't even give them what they wanted.

You're dead to them.

And you know what? It would be fine, except you paid good money so that you could get them to jump through hoops, only to get shot down. So not only have you ruined that prospect, you paid to do it. *OUCH!*

Now I know that I've been painting a pretty bleak picture, but here's the REALLY good news...

If you were able to make *that* work well enough that you have continued to do it, then you're going to **LOVE** what I'm about to share with you.

But before we get into the new method, the one that will replace automated webinars, let's get clear on how we move people to action.

Frame Modification

Everyone uses context to make sense of the world around them. We call these assumptions that give meaning to everything around us FRAMES.

The frames that you have about business dictate the decisions you make regarding your business. For example, if you run automated webinars, there are a whole host of assumptions that guide that action. And so long as those assumptions stay intact, you will continue to run automated webinars.

I obviously have a different frame about automated webinars, and thus this report.

But *your* prospects have frames too!

And the reason they are not doing business with you currently is because their frame doesn't lead them to that action. So a frame modification is necessary.

It's important to understand that Frame Modification is a *joint* effort. You cannot modify anyone's frame without their cooperation, but you must lead the effort.

Yet any time two different frames come into contact a conflict begins.

Both parties, in this case you and your prospect, begin to test frames. They test your frame against theirs. They check your '*facts*' with theirs…your assumptions with theirs. But if you let them do all the checking on their own, your frame will be rejected, and they won't be doing business with you.

So you need to help them modify their frame about what you want them to do. The *act of helping someone modify their frame* is called **marketing and sales**.

In order to modify frames, you must be able to communicate. This communication takes place via media channels.

You and I both, are fans of webinars because it uses one of the most powerful media channels…video.

We get to use visual elements combined with our voices to present a new frame to our prospects and then help them modify their frame so they can see what we see, and why we see it that way.

The prospect gets to hear our tone inflections, pick up on our cadence and as a result judge our sincerity and congruence. They can determine if we appear to know what we are talking about.

So how important is it to our sales and marketing goals to get a prospect to engage with a video? That's right! It's possibly **the most important thing we can do** in the sales and marketing process.

Now, we choose automated webinars because they isolate the prospect from other distractions...*theoretically*.

Why do I say theoretically?

Because we've all been on webinars.

What do you do when you're on a webinar? If you've used any webinar tool that measures engagement, then you've noticed that MOST of your attendees on LIVE webinars are NOT LOOKING AT THE SCREEN.

Why?

Chances are they didn't really **have the time** when you were offering the webinar, so they are MAKING time.

How?

By lying to themselves.

By saying, "*I'll just work while I listen to the webinar in the background. It might not be AS GOOD as attending with full attention, but it will be good enough.*"

Why is this a lie?

Because the conscious mind can ONLY attend to one thing at a time. And it can only process 7 bits of data (+/- 2) at a time. For as intelligent as humans are, we have a severe limitation in conscious data input!

So while they are working on other things, they are not modifying their frame, and **YOU are LOSING**.

Our attempt to control attention by scheduling has backfired!

What we thought was accomplishing attention control is diluting it, and we are the real loser.

So that 20% you thought was focused on your message....probably isn't really that focused at all.

Which is VERY GOOD NEWS for you, if you are having any measure of success with automated webinars.

Why?

Because the alternative I'm recommending delivers attention at *much higher levels* than a fraction of 20%.

We have determined that VIDEO is key. But what other media do we use to succeed in modifying the frame?

With automated webinar you only have two other media: email and Facebook ads.

Yeah, Facebook ads are not just for making people aware of your webinar. They are a media that can be used to help the prospect modify their frame. But chances are that you have not thought about it like that yet, but no worries, we can do that later.

Let's focus on the other media that you've probably been using…

EMAIL.

Email isn't inherently a bad thing. But…**many people hate it.**
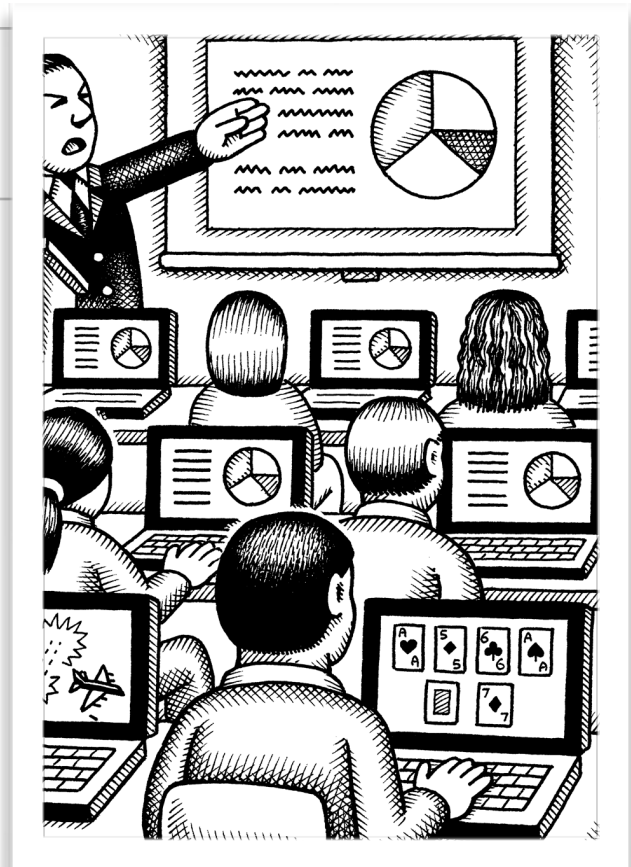
They wish they had less of it, but it's not gone, so we must be getting something good from it.

Think about how many emails you get. Most people have hundreds of unread emails. Thanks to tools like Google Inbox, many of those unread emails get lumped into two categories that are easy to review and archive...promotions and updates.

My personal approach to email is to archive promotions without a care, then scan subject lines of updates to see if there is anything important, then archive the rest. I then pick through whatever didn't get caught in those filters and mark anything that may need attention. Then every 6 months I archive anything older than 2 months. Just archive it. I don't review. I don't read. I just archive.

I'm sure I'm not typical, but I'm quite certain I'm not too far off.

Now, don't get me wrong. My first successful business, which I started in 2007 with my brother was driven 100% by email. We took that from 0 to $1.3M in 12 months on the back of email, so I'm pretty good at creating subject lines and writing compelling copy and all that jazz.

But a few years ago I considered the law of diminishing returns.

It states that as you put in more and more effort, your return on your effort tends to decline. So the initial efforts tend to give you most of your results. I realized that in order to have success you needed to identify the biggest advantage of a media channel and use it, but don't try and make it do everything.

This is where email becomes a major problem. It's sort of like that saying…

When you only have a hammer, everything is a nail.

When you ONLY have email as your media, as your connection point, then you try and do EVERYTHING with email. And email is probably the TOUGHEST media to win with because there is so much competition in the email inbox.

So this leads us to **Marketing Rule #19:**

Determine how you will sell
before you decided how you will lead generate.

See, most people figure out how they will generate a lead, then worry about how they will sell.

This paints them into a corner. A really tough corner.

THE MISTAKE GOES SOMETHING LIKE THIS:
- ▶ I heard that webinars are the best way to sell
- ▶ But I don't have time to be doing webinars every day
- ▶ I'll do automated webinars
- ▶ What do I need to ask for in order to get the most webinar registrations?
- ▶ I should only ask for email, maybe name.
- ▶ Shoot! Only 20% are showing up to my automated webinar.
- ▶ How can I sell the remaining 80%?
- ▶ Well, I only have their email address.
- ▶ I know! I'll email them until they buy!

Years ago a brilliant man, Steven Covey, wrote: **Begin with the end in mind.**

No one in their right mind would argue against it! Yet, how often do we ignore it in our sales and marketing?

What's the end you want? More profit? More time? More freedom?

I'm guessing it's some combination of the three because you chose automated webinars.

But if I want to create more profit, which buys me time and freedom, then I must start with that goal in mind as I decide what to do.

If I want more profit, then I must connect with prospects.

I must be able to deliver my message to help the prospect modify their frame!

How would you ideally deliver the message?

What would you want to do so that you could deliver the message if your primary choice failed to get the job done?

OK, we've set enough of the frame work for me to introduce you to the replacement of the automated webinar.

I will not be surprised to have the automated webinar software providers attack me mercilessly. They will bring out every plot, idea and combination to destroy this concept, so just be prepared for it. I didn't discover this method to do anyone harm. But, like you, I follow what works. What works trumps all.

My allegiance is to honest profit, and I recommend the same to you, since you want more time and freedom.

The back story.

We hired a sales guy. He was alright. But he had a real passion and he knew we could help. By we, I mean my brother and I.

This sales guy begged to work for us because he knew we could help him with his business idea. I didn't know that's the reason he joined us, but every now and again, one slips through the cracks.

He eventually ended up partnering with us on this business and my brother went to work building the marketing and sales engine from the honest profit objective.

In the months that have followed we have identified a replacement for the automated webinar.

See, to begin with, automated webinar was the route we were considering.

But then we talked about the ideas I've shared with you in this report. We realized that in order to sell best we needed to be able to call the prospect after they had the opportunity to engage with our video message.

We chose the video message because of all the benefits I shared earlier.

SO OUR CRITERIA WAS:
- ◉ We want to be able to call prospects
- ◉ We want to be able to email prospects
- ◉ We'd like to be able to text message prospects
- ◉ We need to deliver our video message
- ◉ We'd REALLY like to deliver that video message in isolation with the lowest competition rate possible and with some level of permanency to increase our odds of the video being consumed.
- ◉ We'd like the prospect to signal that they were ready for a call or take action directly.

With our design requirements we then started to think about where the journey would begin.

For me the VERY BEST starting point is Facebook. I'm sure I don't have to explain why I love Facebook as a starting point, but I'll say this. No one comes close to their targeting options. The simple tools to track engagement with ads and leads converted and purchases made can't be paralleled.

SO TYPICALLY, WHEN USING FACEBOOK, FOLKS WILL GO:
- ➡ Facebook Ad
- ➡ Link to Landing Page
- ➡ Copy to convince to fill out registration form
- ➡ Deliver material on Thank You page or via email

But this flow introduces FRICTION POINTS.

For example, have you ever clicked a link on Facebook and the page it linked to took too long to load, so you bailed on it and continued back to Facebook?

Well a good friend of mine, who does VERY large launches of new products for small businesses and enterprises a like, told me that conversion is greatly reduced when a page load time is greater than 2 seconds. And yes, I'm talking

about mobile because that's where 90% of your traffic on Facebook ads is coming from.

So the speed, or rather the lack of speed for a landing page to load can kill conversion. I don't need that in my marketing and sales machine.

Then there is the friction point of copy on the landing page.

Yes, believe it or not, copy on the landing page can serve as a friction point. Look, the prospect clicked on the ad. They didn't do that so that they could consume copy. They did that because they were ready to act!

But wait Ryan! I'm a GREAT copy writer! I want them to see my copy!

There is a concept that says…

The map is not the terrain.

The map is your perception of reality. The terrain is reality. If you think that copy on a landing page isn't a friction point then your map says that everyone or most who land on the landing page will consume all or most of the copy AND that the experience will propel a person to fill out a form.

My friend, no disrespect intended, but that is not the terrain.

You can probably sense that this is the case, can't you? Once the decision to tap the ad occurred, everything else is friction. We want to reduce that friction until we know **WHO** they are and we know **HOW** we can continue to communicate with them.

Copy, even if it's good copy, must be consumed. That means time.

And time makes all the difference.

I've only ever had one long term private client, and to give you an idea of what level they are playing at, they spend **$800K a month** to drive traffic, but years ago I was modifying a one click up sell for them.

This up sell was driven by my software so I knew how it was supposed to work.

They had removed a 'safety' feature and I assumed it was an accident. It was a pop up confirmation that was designed to make sure that the customer

understood they were about to add an order to their credit card. I added it to create a little friction because one click up sells are so frictionless.

Think about that. A simple question with two simple answers. Surely it was a mistake to have that disabled.

So I enabled it and deployed the update! They would be so happy to learn that I had 'fixed' their up sell while I was updating it. But in less than 30 minutes I received a desperate phone call.

"*What did you do???*"

I quickly let them know I fixed their mistake.

"*Undo what you did FAST! Then we can talk.*"

I quickly removed the confirmation and then the client explained, "*Up sell conversions are half as much when they have to click the confirmation button.*"

HALF! 50% reduction in sales simply because they had to click "yes" a second time!

That split second evaluation was enough to kill a sale.

Now think about how much more it takes to get someone to start a sales process, even an up sell compared to giving a little contact information. It's peanuts.

So believe me when I say that **EVERYTHING** is friction once the prospect decides to take action.

So what did we decide to do?

Facebook Lead Ads

OK, there's a good chance you've heard bad things about Lead Ads. And as my old man says, "*Whatever you're not up on, you're down on.*"

If you tried something and it didn't work for you, the natural conclusion is that the thing doesn't work. But in this case, it's a matter of knowing HOW to use lead ads.

I liked the idea of lead ads because they eliminated the page load time issue. They also eliminated another friction point which I haven't mentioned: **Filling out the form**.

Because most of your Facebook traffic is on mobile phones, then we have to think about the entire experience on a mobile phone.

Now, even with the fancy keyboards on smartphones, we all mess up when typing. So Facebook did us a real favor by pre-filling in the lead ad form with all the information that Facebook has available.

When the prospect can see their email address is already filled out, then we win in a couple ways. With the email address already filled out, the prospect has to decide if it's worth the hassle to remove their best email address and type in a different one. The result is we tend to get better email addresses with lead ads.

Also, I want the phone number, as you can see from my requirement list, and Facebook most likely has your mobile phone number and will pre-fill the it in my lead ad form!

Facebook Lead Ad Form Set Up

Thus, more friction points are removed.

I can eliminate the copy almost entirely so that the prospect only has to focus on the goal they want and I can virtually remove all friction points in the process!

Yes, I'm excited about lead ads...but only if they produce honest profit.

Remember, that's is our ONLY criteria since we are beginning with the end in mind.

The next challenge we faced was how to deliver the video message in isolation.

And even better, how can I deliver the video message, open up new media channels and track interaction better?

THIS IS WHY OUR LEAD ADS FORM ASKS FOR THE FOLLOWING:

- **Full Name:** Personal communication means we need to know each other's name.
- **Email:** This is my 3rd fail safe; if I can't possibly do what I'd like, I'll take this as insurance.
- **Phone Number:** I determined in my sales process I want to call, so I must ask for the number in my lead generation. I'd really like this to be the mobile phone number so I can text with them, if they say I can.
- **Can I text you a video with more information?** (yes,no)

The final question is what really makes this approach hum and purr.

It's a multiple choice question with no typing necessary, and based on their answer I send the video message via text message or email.

> **UPDATE**: As a point of clarification on how the video is actually delivered. I don't text the video directly into the text messaging app. Rather I text a link to a webpage that has the video embedded. A few people asked about this so I wanted to make sure this technical issue was clarified.

When Facebook captures this information I use a software tool to re-route the lead information to my marketing automation software.

My marketing automation software evaluates the answer to the '**Can I Text You a Video with more Information?**' question and then will text or email the link accordingly.

As of the writing of this report, after 10 months of running Lead Ads, of the 10,694 leads collected, **8,539 said "Yes"** to the question of "may we text you". So that you don't have to do the math, 79.84% of our lead ads said yes to getting the text message with the video link.
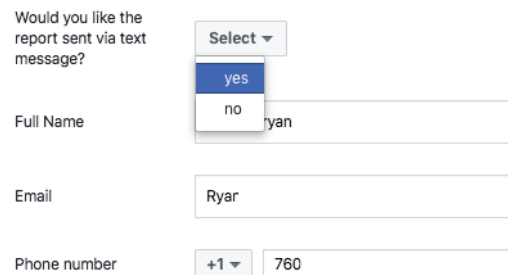
Think about that.

Instead of 1 in 5 prospects engaging with your video content (your webinar), 4 in 5 engage with your video message.

I'm not going to bother with citing that 95% of people open a text message within 5 minutes of receiving it stuff, because it's kind of a mute point.

We all know that compared to the chaotic noise of email, text message is an isolated paradise. So, yeah, we did it! We were able to open the text message media channel for communication, while isolating the video in the text message environment.

What's more we were able to attach our contact record with the text message linking to the video message. This made it so that when we call or text in the future it would show our logo and name, not just a phone number. If we were running the business with a face man we could have had their mug replacing the logo!

But, what about the other 20.16% of the leads who said, "Don't text me the video.", by selecting no. Surely they didn't provide their phone number which would only be necessary for texting the video link to them.

Well, we took the 20% who said no and ran their numbers through a process that identifies the type of number provided. We discovered that 33 of the 2,113

numbers from folks who said "no" to receiving the text message were fake. 1,917 were mobile phone numbers and 163 were land line numbers.

When we discovered this it blew our minds! Simply by asking the question and doing it in a Facebook Lead Ad, where the number was most likely pre-filled, we received 99.69% real phone numbers from 10,694 leads!

But we're not finished, are we?

LET'S REVIEW OUR LIST OF REQUIREMENTS:

✓ We want to be able to call prospects

✓ We want to be able to email prospects

✓ We'd like to be able to text message prospects

✓ We need to deliver our video message

✓ We'd REALLY like to deliver that video message in isolation with the lowest competition rate possible and with some level of permanency to increase our odds of the video being consumed.

◉ We'd like the prospect to signal that they were ready for a call or take action directly.

OK, so 5 out of 6 ain't bad at all! But we're not done.

Because this video message wasn't in the webinar format, we did opt to reduce the length. In some ways this was a deficiency of this new method. But we were able to turn that into a strength.

Knowing that a shorter video would probably be more effective forced us to remove any fluff. The end result is our videos are quicker paced and stay to the point.

Yet, there is still an item we need to cover, and that's the signal from the prospect that they are ready to take the next step.

WE'VE USED TWO PRIMARY METHODS FOR THIS:

★ We've asked the video viewer to reply to our text, on a scale of 1-10, how interested they are to learn more. (*This is ideal when you have a sales person or team.*)*

★ We prompt the video viewer to click a link below the video to buy now.

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*SIDE NOTE: By way of side note, when we initially began using this method we hired a sales floor and had 6 guys calling leads immediately after they requested the video. These calls continued for about 6 weeks.

This wasn't a bad idea, but it was the wrong idea. The reason we started calling so quickly is because of the study about contacting people within 5 minutes of filling out a web form dramatically increased sales. It's a study released by Harvard Business Journal, so it made sense to follow it.

HOWEVER, we didn't consider the difference between organic traffic arriving at a website, crawling through all the crap and getting to a web form and submitting their information as compared to our leads. That kind of prospect is SEEKING. This means their frame is already oriented to the frame of the business, so there is less of a Frame Modification and more of a Frame Rollover.

In our case, as well as the case when you're using automated webinars, we are calling people out of their social feed. In order to capture their contact information we have to be compelling enough to create action, but they are not in seeking mode.

This means they will need an opportunity to engage with our video so we can help the prospect modify their frame.

Once we realized the difference, we made changes to our sales process and discovered that one sales person sold 10 times as much as 6 sales guys when we allowed the video viewer to indicate interest!

Imagine that?

Fewer calls, fewer man hours and more sales?

This kind of outcome fits perfectly with our objective of more profit for more time and freedom!

Our former sales person, turned partner, ended up hiring a single sales person to take his place responding to requests, and we dropped the sales floor crew. Now our partner spends more time studying than he does working (a personal choice; I won't judge). He accomplished the goal of time and freedom!

The other beautiful thing about this set up is, because of the tools we use, we are able to track video views to the prospect. This means we can learn from the prospects behavior to fine tune the machine.

If we notice that video viewers who buy, do so at a particular time in the video, we can focus the rest of the video on getting the attention of the non buyers.

If we notice that we lose the attention of a lot of video viewers at a certain point, we can modify the pace, tempo and topic of the video to improve engagement.

Now all of this is very cool and productive. But if we stopped here, then we'd be missing out on a tremendous opportunity.

Because 80% of our leads say yes to text, we open up the opportunity to check in with them via text.

We do not promote via text message.

We start conversations via text message.

That's a VERY IMPORTANT distinction between what typically happens via email.

Email is used to drive a lot of behavior. But with Text Messaging it's personal. There is a more intimate feel to the media channel so in order to make it work you have to be low key. You have to be conversational.

But besides the media channel 'rules', just think about the basis for your decisions in general. We do more based on relationship than we've ever done based on logic!

AS YOU COMMUNICATE WITH PROSPECTS THINK ABOUT THE FOLLOWING:

★ What am I communicating that impacts the Frame Modification Process?
★ How does this communication impact my relationship with the prospect?
★ How much Attention Credit have I spent?

What? You haven't heard of Attention Credit?

Well, then it's a good thing we're chatting now.

Every time you interact with ANYONE at ANYTIME you're spending Attention Credit. Depending on the quality of the interaction you're either gaining more or losing more Attention Credit.

Think back to the last interaction you had with someone.

The media channel doesn't matter.

At the end of the interaction, you unconsciously determined, how much you'd like to interact with them again. They either gained or lost your Attention Credit. If the interaction was boring or painful, then they lost credit. If it was engaging, interesting, helpful, enjoyable or otherwise pleasant, they gained Attention Credit with you.
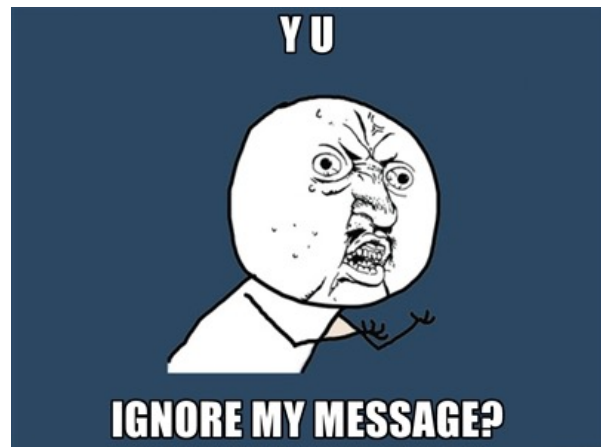
This again is the problem with email. It appears to be free. And what costs us nothing we esteem lightly. So we don't think about the attention cost of email, we just send it. We think about what we want out of the interaction. We focus on convincing THEM to do what WE want. We rarely think about how much it will cost us in Attention Credit.

But if you're spending a buck to send direct mail, or a few cents to send a text message, or whatever your Facebook ad costs, hopefully you're thinking about how much Attention Credit you're spending too!

So, when we send a text message to reconnect with a prospect who has tapped the link to our video, but hasn't told us how interested they are yet, we're thinking about how we can have Attention Credit ROI! We don't want to break even. We want to gain more credit.

How can make this interaction *engaging, interesting, helpful, enjoyable or otherwise pleasant* so that they will want to interact again?

And this doesn't stop when they become a customer. We constantly need to ask that question.

Well, I think that's enough.

You now understand why automated webinars are dead.

You also have begun to discover the power of **lead ad > text message > video consumption**. If you have any questions or need some help to transform your broken down automated conversations to highly profitable lead ad to video engagements, then…

Text CONVERT to (760) 621-8199

If you're reading this on a smartphone, click the link above to send the text!

When you do, I'll ask you your name and then connect you with a member of my team that can help guide you to success with Facebook to Video Engagement!

The Tools

I immediately received a flood of requests for the names of the tools that I use to set this up, so here you go:

I use **Infusionsoft** as my marketing automation software. I know there is good and bad out there about Infusionsoft, but I'll say this; I've made millions with it and have yet to find a comparable system. I've seen lots of automation tools that do some of what it can, but none that equal it's power and flexibility. The close second is a quiet underdog, that you've never heard of, called **EngageCRM.io**.

To move leads from **Facebook Lead Ads** to Infusionsoft or Engage for that matter, I use **FixYourFunnel Sync**. After setting up the lead ad part you will be like, "*That's it?*". It's super simple. Maybe takes 5 minutes from sign up to go time!

For texting I use **FixYourFunnel** for Infusionsoft. If I'm using Engage, it does texting natively, which, honestly is why I like it.

The caveat for the texting component is that you need a system that can evaluate incoming text messages for automated responses, but that also allows you to live chat via text message. It's the live chat that leads to sales calls that leads to closing extra sales.

An internet marketing celebrity of sorts, Frank Kern, uses FixYourFunnel to do this automated text to prompt live chat conversation to close sales to the tune of $1M in extra sales last year on top of the automatic sales that came off webinars.

Make sure your texting has automatic texting & live texting.

FixYourFunnel and Engage both offer outbound calling from the same number you can text from, which is especially useful for doing some warm calls to prospects who are engaging with your video but haven't moved forward.

It gives us a chance to overcome concerns that came up in the Frame Modification Process.

I'm pretty sure that you could do everything I've suggested in this report just by reading it, but if you do feel like you need help, text CONVERT to (760) 621-8199 or call that number Monday - Friday during normal business hours and we'll help you out.